



Figure 4.4:  
Illustrative Plan



illustrative plan ..... catalytic projects

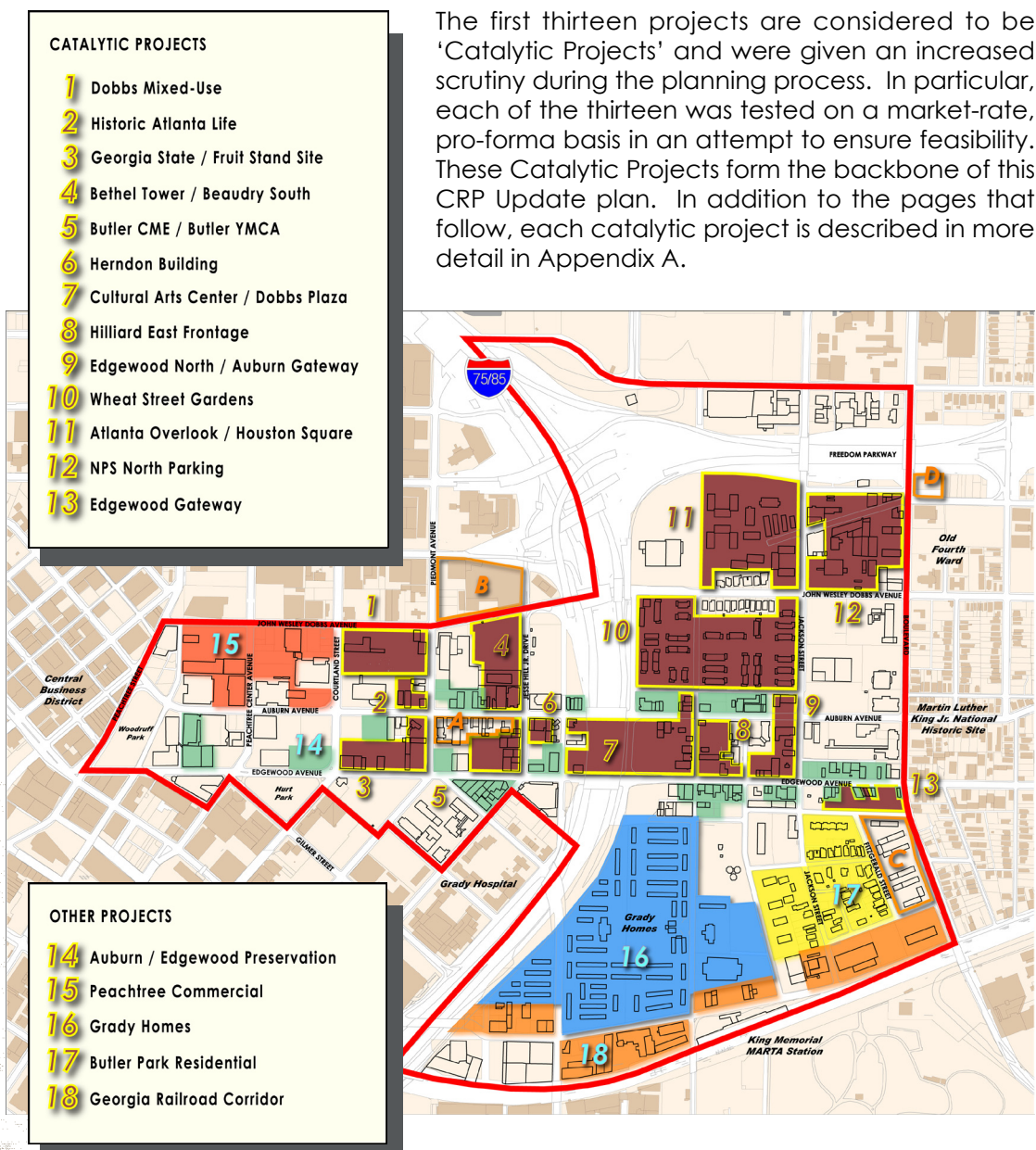


## 4.5 Urban Redevelopment Projects

Described and illustrated on the pages that follow, the redevelopment of key parcels and sites are necessary to achieve the overall vision of a revitalized Sweet Auburn. Various factors have informed the selection of these projects including vacancy, underutilization, market forces, and property owner's interests. Additionally, a comprehensive community input process and an analysis of the historical significance of buildings and sites have been utilized in the design of each project. The objective behind generating these scenarios is to create a template for development which takes into consideration the overall vision for redevelopment in Sweet Auburn. In each case, demolition of existing structures has been minimized to the extent feasible in an effort to maintain the visual continuity of the Sweet Auburn 'story'. Although it is intended that most, if not all of these projects be developed without the use of significant official urban redevelopment powers, they should nonetheless be considered as eligible official urban redevelopment projects. As such, the development quantities described herein should be taken as the official 'redevelopment re-use controls' (with a 10% margin of deviation).

The first thirteen projects are considered to be 'Catalytic Projects' and were given an increased scrutiny during the planning process. In particular, each of the thirteen was tested on a market-rate, pro-forma basis in an attempt to ensure feasibility. These Catalytic Projects form the backbone of this CRP Update plan. In addition to the pages that follow, each catalytic project is described in more detail in Appendix A.

Figure 4.5:  
Urban  
Redevelopment  
Projects





### 4.5.1 Project 1: Dobbs Mixed-Use

Figure 4.5.1:  
Project 1 Site Plan



Project 1 spotlights historic First Congregation Church and recreates old Glazener Avenue as a pedestrian-oriented street

Bound by John Wesley Dobbs Avenue, Piedmont Avenue, and Courtland Streets, this project area's proximity to Downtown's commercial core provides a key opportunity for high-density development and is envisioned to be a truly 'Downtown' mixed-use project containing a twelve-story office tower, a significant multifamily component and storefront retail wrapped around a parking deck. Varying heights and scales for the residential and commercial components of this project result in a strong silhouette and recognizably urban character. A hardscape plaza at the site's northwest corner gives pride of place to the historic First Congregation Church and creates an opportunity for outdoor dining under a canopy of trees. The site plan also includes a new east-west street connection between Courtland and Piedmont, re-establishing Downtown's historic street grid by approximating long-disappeared Glazener Avenue - in its new incarnation emulating the character of Fairlie or Poplar Streets. This pedestrian-oriented street provides an additional opportunity for locating restaurant and entertainment space and efficient service entries to the new buildings. Overall, the massing concept for the Dobbs mixed-use project creates both a transition between Downtown's high-density commercial and Auburn Avenue's low-density historic character, and reinforces the perceptual edge of the corridor begun by Bethel Tower and the Citizen's Trust Building.

#### Development Program Summary:

<b>Residential</b>	
Single-Family	0 units
Multifamily	302 units
<b>Retail</b>	<b>53,100 square feet</b>
<b>Office</b>	<b>421,500 square feet</b>
<b>Hospitality</b>	0 units
<b>Institutional / Cultural</b>	0 square feet
<b>Other</b>	0 square feet
<b>Parking</b>	
Surface	0 spaces
Structured	897 spaces

#### Project Economic Highlights

With its excellent location near GSU, Grady Hospital, the CBD office district, and the GSU student housing village, the Dobbs mixed-use project should provide a reasonable overall return at market rates, with condo properties performing particularly well. Given its significant office component, the project represents a longer-term (6-10 years) opportunity rather than a near-term one. The project does perform adequately with an equal housing mix of condos and apartments but only performs minimally as an all-apartment property (within the housing category).



## 4.5.2 Project 2: Historic Atlanta Life

Figure 4.5.2:  
Project 2 Site Plan



*Project 2 stresses preservation with a complete renovation of the historic Atlanta Life buildings and a reconstruction of the Rucker Building facade*

The western side of the Piedmont Avenue and Auburn Avenue intersection still maintains its original historic quality and cultural significance with the APEX museum, the original Atlanta Life buildings, the Auburn Avenue Research Library and the Atlanta Daily World offices. The proposal for this project area builds upon these historic resources with the rehabilitation of the Atlanta Life Insurance Company buildings into office and institutional space. The renovated space could potentially also be used as a new cultural attraction focusing on the life of Alonzo Herndon, the founder of Atlanta Life. Project 2 includes a new mixed-use building with storefront retail and office at the northwest corner of Piedmont and Auburn, which uses salvaged materials from the demolition of the Rucker Building to reconstruct the façade on its original footprint. The new development expands the building envelope sensitively by adding floor area to the rear of the lot and includes two penthouse levels, set back to keep the historic cornice line intact. The project also proposes a pedestrian link between the new street described in Section 4.5.1 and Auburn Avenue; the link is intended to reinforce the notion of a cultural node centering on APEX, Atlanta Life and Atlanta Daily World as well as improve the physical transition between the project and the current Atlanta Life headquarters. Across Piedmont, a renovated Calhoun Park provides a welcome space from which to view the second incarnation of the Rucker Building.

### Development Program Summary:

<b>Residential</b>	
Single-Family	0 units
Multifamily	0 units
<b>Retail</b>	<b>6,965 square feet</b>
<b>Office</b>	<b>45,160 square feet</b>
<b>Hospitality</b>	<b>0 units</b>
<b>Institutional / Cultural</b>	<b>2,500 square feet</b>
<b>Other</b>	<b>0 square feet</b>
<b>Parking</b>	
Surface	0 spaces
Structured	0 spaces

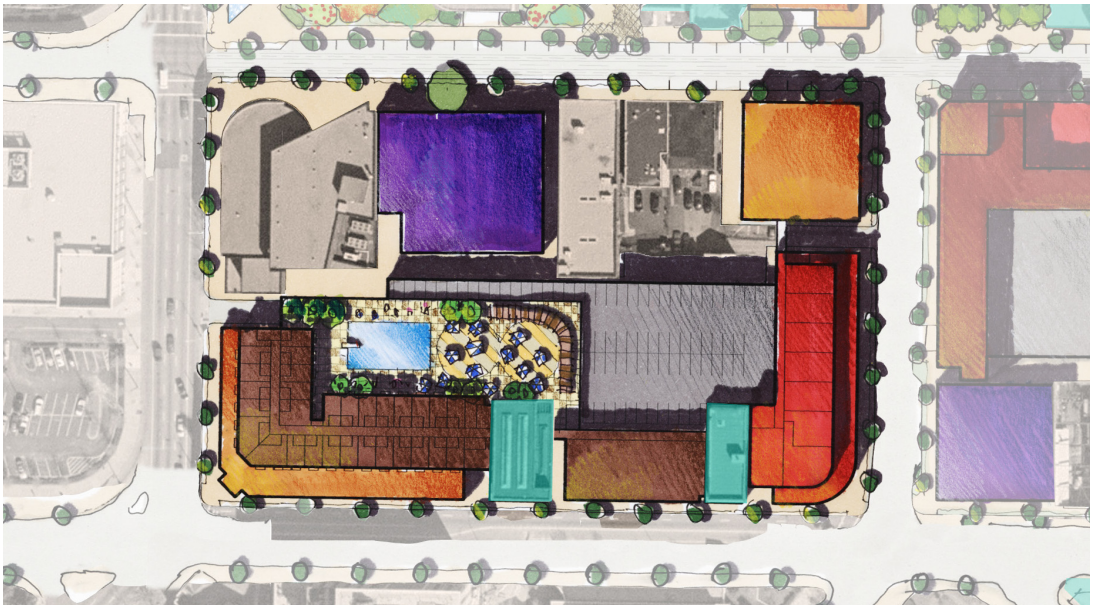
### Project Economic Highlights

Assuming that additions to the parking facility in the Dobbs mixed-use project are provided, the Historic Atlanta Life retail-and-office development should perform well at or below market rates. Until the Dobbs project is developed however, the Historic Atlanta Life project will need to secure parking in the adjacent surface lot, which appears achievable. The location is strong as a retail site.



### 4.5.3 Project 3: GSU / Fruit Stand Site

Figure 4.5.3:  
Project 3 Site Plan



Project 3 adds a major destination to Hurt Park and converts a historic building into a dramatic entry for a new hotel and conference center

Project Area 3 is bounded by Courtland Avenue, Edgewood Avenue and Piedmont Avenue. Currently a mix of underutilized buildings and parking lots, the proposed redevelopment of this site recommends new uses complementing the presence of Georgia State University. The corner of Courtland Street and Edgewood Avenue has the highest visibility with its exposure to Hurt Park; here the project suggests a two-level combination retail / university bookstore with a café, similar to the facility included in Georgia Tech's 'Tech Square' development in Midtown. The bookstore entry and massing reflect the small-scale presence of the landmark Coca-Cola Bottling Plant across Edgewood. Above the bookstore and extending down Edgewood, a 98-room 'boutique' hotel containing over 60,000 square feet of conference and meeting space uses the renovation of the existing three-story 1910 neoclassical Georgia Power building as a grand lobby and signature restaurant. Elsewhere, a seven-story mixed-use building is proposed for the southeast corner of the site which contains significant ground level retail (possibly a drugstore or restaurant) and second-floor office space with multifamily residential above. The building edge continues north with another commercial mixed-use component similar in scale and articulation to the reconstructed Rucker Building across the street. The individual development pieces would be supported by a shared parking deck, with a pool and plaza level for the hotel.

#### Development Program Summary:

<b>Residential</b>	
Single-Family	0 units
Multifamily	40 units
<b>Retail</b>	64,917 square feet
<b>Office</b>	36,052 square feet
<b>Hospitality</b>	98 units
<b>Institutional / Cultural</b>	0 square feet
<b>Other</b>	65,375 square feet

<b>Parking</b>	
Surface	0 spaces
Structured	672 spaces

#### Project Economic Highlights

The location of the project is strong for a major retail component and smaller office component. It offers the best location in the Sweet Auburn district for a small hotel-and-conference-center development that can secure use commitments from GSU and Grady Hospital, as well as marketing to district visitors and the basic "SMERF" (Social, Military, Educational, Religious, Fraternal) lodging / meeting facility market.



#### 4.5.4 Project 4: Bethel Tower / Beaudry Parking

Figure 4.5.4:  
Project 4 Site Plan



Project 4 re-ori-ents Bethel Tower to Auburn Avenue with a mixed-use entry building reminiscent of the original Citizens Trust

Project Area 4 targets the redevelopment of portions of the block containing the historic Big Bethel AME Church and the Citizen's Trust office building. There are two major opportunities in this area – renovation of the Bethel Tower low-income multifamily apartment building and the development of the 2.5-acre former Beaudry Ford parking lot located just north of Bethel Tower. While owned by Georgia State University, there have been discussions between GSU and Big Bethel AME regarding the future of this lot now that the main Beaudry site is moving forward as the 2,000-bed Piedmont Student Housing project. Providing a major affordable component to a high-density residential development on the Beaudry surface lot would offset (and supplement) the loss of affordable units if Bethel Tower converts partially to market-rate units. Renovations to Bethel Tower include replacement of the parking areas below and on the elevated deck with active uses, and removing the two-story portion extending to Auburn Avenue. The parking load is transferred to a new facility on the Beaudry site; and the elevated deck is enhanced with outdoor play spaces. A new infill building adjacent to Big Bethel contains a retail arcade leading to the lobby of the renovated Bethel Tower. Two additional floors in the infill building contribute meeting space for Big Bethel. The Auburn frontage is intended to harmonize with the adjacent two-story storefront character, with the infill façade designed to replicate in spirit the original 1930s Citizen's Trust Building.

##### Development Program Summary:

<b>Residential</b>	
Single-Family	0 units
Multifamily	539 units
<b>Retail</b>	<b>15,600 square feet</b>
<b>Office</b>	<b>0 square feet</b>
<b>Hospitality</b>	<b>0 units</b>
<b>Institutional / Cultural</b>	<b>0 square feet</b>
<b>Other</b>	<b>0 square feet</b>
<b>Parking</b>	
Surface	0 spaces
Structured	682 spaces

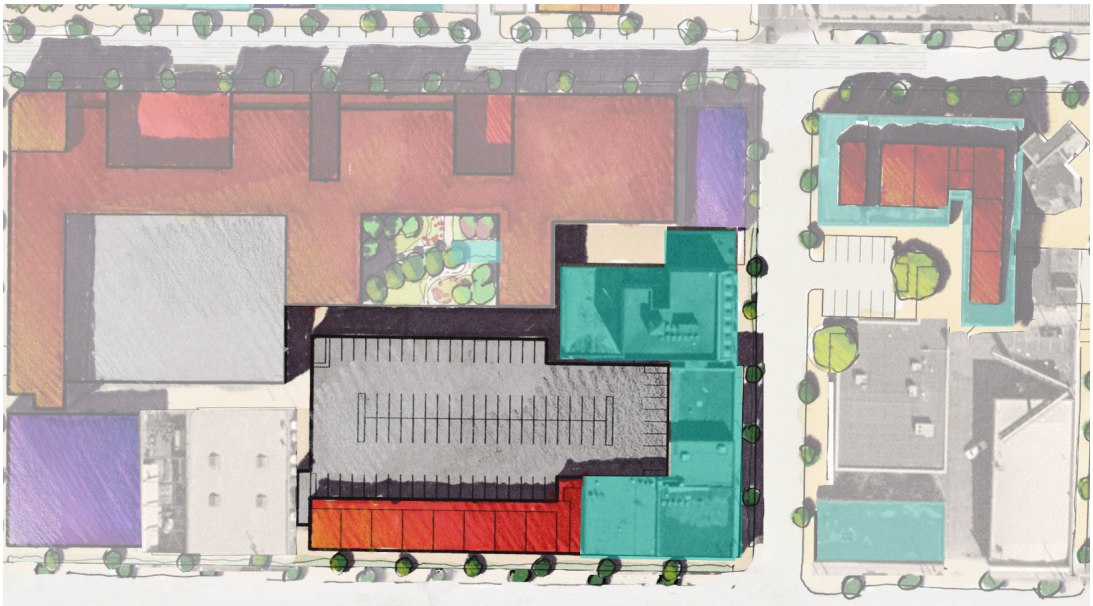
##### Project Economic Highlights

The Bethel / Beaudry housing-and-retail project should benefit from both its own location and the developments slated to occur immediately to its north and west. It is assumed that the housing will include significant rental and/or affordable housing components, which will put some pressure on returns. While the project works best as an all-condominium facility, a condo/rental mix may serve the intended market better.



### 4.5.5 Project 5: Butler CME / Butler YMCA

Figure 4.5.5:  
Project 5 Site Plan



*Project 5 invigorates a key stretch of Edgewood with new infill, adaptive reuse of the Haverly's buildings and a repositioning of the Butler YMCA*

The surface parking lot on Edgewood midway between Piedmont and Jesse Hill (Butler Street) is the site of a new 538-space deck and mixed-use loft residential project that has been in the formative stage for many years. The surface lot is owned by Butler CME church; the parking would provide space for their congregation as well as for residents, retail patrons and enough overflow space to offer for lease. The project is currently on file with the Atlanta Urban Design Commission for a Type III Certificate of Appropriateness; it includes the mixed-use renovation of the historic Haverly's buildings on the corner of Edgewood and Hill, with four additional penthouse residential units built on the roofs. Thirty-two loft units screen the deck from view of the street, and storefront retail runs the full length of the project. The renovation of this key corner is especially critical as it contains the oldest commercial building along Edgewood and provides a rich context for the Sweet Auburn Curb Market. An additional component of the project might expand the program to include the renovation and repositioning of the Butler YMCA, with a cultural installation in the meeting room where the legendary 'Hungry Club' held their gatherings. Market-competitive health facilities like a pool and gym could be ideally incorporated into the Butler CME deck – possibly at roof level – while the Auburn / Hill intersection could house fitness rooms in a open, transparent shell that animates the Auburn streetscape.

#### Development Program Summary:

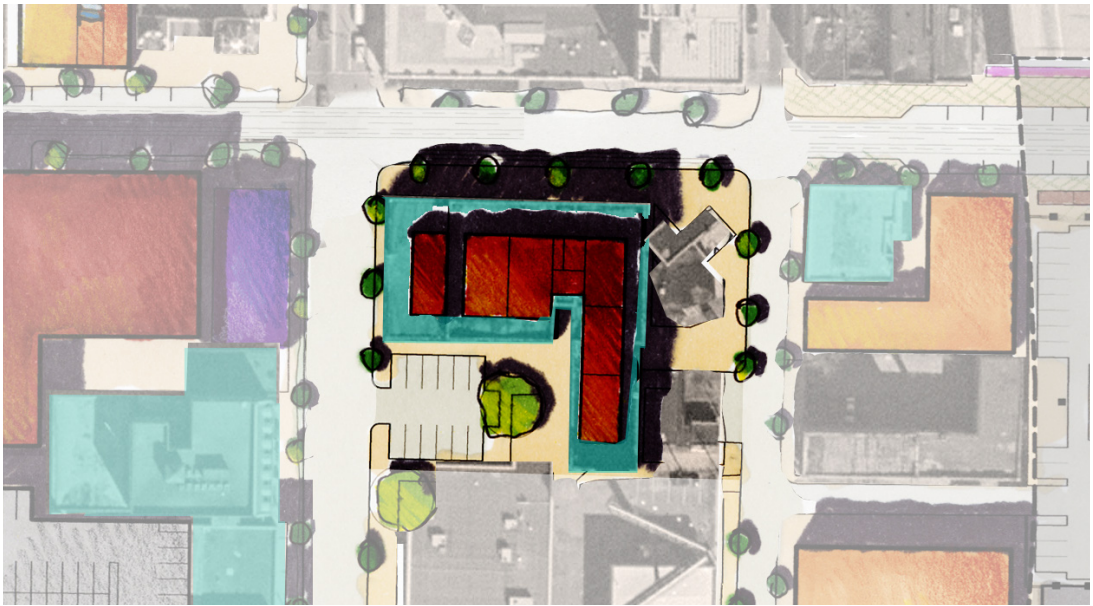
<b>Residential</b>	
Single-Family	0 units
Multifamily	44 units
<b>Retail</b>	<b>13,365 square feet</b>
<b>Office</b>	<b>0 square feet</b>
<b>Hospitality</b>	<b>0 units</b>
<b>Institutional / Cultural</b>	<b>Possible w/ Butler Y</b>
<b>Other</b>	<b>0 square feet</b>
<b>Parking</b>	
Surface	0 spaces
Structured	538 spaces

#### Project Economic Highlights

The project's location favors its retail and housing components. If the significant parking component can be secured with long-term commitments from area complexes – particularly Grady Hospital – then the project should perform well. In fact, the parking garage could provide much-needed parking support for other area retail and office developments or redevelopments like the Herndon Building.

### 4.5.6 Project 6: Herndon Building

Figure 4.5.6:  
Project 6 Site Plan



*Preservation of all or a portion of the Herndon Building - an Auburn landmark - is critical to the integrity of the district's storyline*

The Herndon Building is the single most important preservation target among all the catalytic redevelopment projects. It has been allowed to fall into such disrepair that now portions of the roof have collapsed and most, if not all, the windows are missing. Yet, despite the building's forlorn appearance, it's value as a link to Sweet Auburn's past is overwhelmingly acknowledged by the community. At a minimum the façade requires preservation, including restoring historic windows and providing compatible replacements where they are missing. Other features such as the fire escape on the eastern façade are important details that provide depth and authenticity to the Auburn corridor; these should be preserved as well. The proposal for the adaptive reuse of the Herndon Building therefore calls for the rebuilding of the internal portions of the structure with new construction and the preservation of the façade and exterior elements. The program is commercial mixed-use, with storefront retail on the entire ground floor and traditional office uses on the upper floors. Similar to the Haverly's strategy in Project 5, high-end residential penthouses are proposed for the roof – much like the penthouse built on the former Bona-Allen Building in Fairlie-Poplar. Parking is a problem on the tight site; the twenty spaces could be reserved for residents and premium tenants, while the bulk of the load would need to be accommodated in nearby facilities.

**Development Program Summary:**

<b>Residential</b>	
Single-Family	0 units
Multifamily	6 units
<b>Retail</b>	<b>13,300 square feet</b>
<b>Office</b>	<b>37,500 square feet</b>
<b>Hospitality</b>	0 units
<b>Institutional / Cultural</b>	0 square feet
<b>Other</b>	0 square feet
<b>Parking</b>	
Surface	20 spaces
Structured	0 spaces

### Project Economic Highlights

Currently favorable land prices should help support a reasonable return for this project. Renovation costs that are significantly higher than new construction could threaten adequate investor returns but can be controlled. The project will need to secure convenient off-site parking to support both its retail and, more importantly, its office components. The Herndon Building may work best as a higher-end "trophy" mixed-use development, with rates significantly higher than market.